



**“Wine-growing is among the most visible and influential agricultural enterprises in the world. As the best-known American wine region, Napa's response can be both a model and a call to action.”**

-Eric Asimov, The New York Times

**WATCH THREE-MINUTE VIDEO FROM NAPA GREEN EXECUTIVE DIRECTOR, ANNA BRITTAIN, ON WHY THIS MATTERS.**



## NAPA GREEN LAND



- Launched in 2004.
- Practices to improve the health of the Napa River and watershed by preventing erosion & soil runoff.
- In 2017, the Water Board adopted these best practices and “Farm Plan” as regulatory compliance for vineyard Waste Discharge Requirements (WDR).
- Environmental compliance is fundamental. Our mission is to help our members continuously take sustainability leadership to the next level.



Springboard



## NAPA GREEN VINEYARD



- REPLACES Land program as of Jan. 2022. Members have one-year to transition.
- First wine industry sustainability certification to focus on climate action, regenerative farming, and social equity.
- Cutting edge program to address the critical issues of today and tomorrow.

CERTIFICATION STANDARDS	NAPA GREEN VINEYARD	NAPA GREEN WINERY	ORGANIC*	BIODYNAMIC*	NAPA GREEN LAND <i>(Phased out 2021)</i>
Environmental Compliance	<i>Required for entry to program</i>	<i>Required for entry to program</i>			✓
Third-Party Audit	✓	✓	✓	✓	✓
Whole Property Certification	✓	✓	✓	✓	✓
Organic approved pesticides	✓	✓	✓	✓	✓
Prohibited & Restricted Pesticides	✓				
Integrated Pest Management	✓	✓	✓	✓	
Social Equity & Justice	✓	✓			
Climate Action & Resilience	✓	✓			
Water Efficiency	✓	✓			
Energy Efficiency	✓	✓			
Recycling & Composting	✓	✓			
Track Resource Metrics & Continuing Improvement	✓	✓			
"Green" Packaging & Purchasing		✓			
Tree & Forest Conservation	✓				
Continuing Education	✓	✓			
Neighbors & Community	✓	✓			

*\*Essential to recognize that Organic and Biodynamic certification DO NOT include sustainability and environmental stewardship standards for the winery.*

# BENEFITS

- Custom regional industry pathway to become **carbon neutral** within six years and **climate positive** within nine years. (*TRUST US – This is achievable and we are here to help*)
- **Carbon farming and regenerative agriculture** build soil organic matter, increase water and nutrient retention, building resilience to drought and high heat.
- Leadership on **Social Equity, Justice & Inclusion**.
- **Conservation/Low-Smoke burning** reduces smoke & air pollution by 75-85% and produces biochar, which can be blended with compost to increase water and nutrient retention and plant availability. Even if you don't use it in the vineyard, biochar stores carbon for 100s to 1000s of years.
- Positive **community recognition** (Climate Action Committee, Napa Climate NOW!)
- Support securing implementation funds (\$\$\$), including START-TO-FINISH assistance applying for SWEEP and Healthy Soils Program grants (email Ben Mackie, [Ben@NapaGreen.org](mailto:Ben@NapaGreen.org)).
- **Compelling communications** & PR message of sustainability and stewardship of both nature and the community
- Addressing consumer concerns about “greenwashing”
- Ensuring continued access to international markets (e.g., LCBO, Systembolaget)

# PROGRAM COSTS

**ONE-TIME Initial Certification Fees:** Covers Carbon Farm Plan, Irrigation DU Assessments, Assistance w/Soil Sampling, etc. Varies based on staff time required.

Level I – 10-14 hours: \$700

Level II – 14-18 hours: \$900

Level III – 18-22 hours: \$1,100

**Third-Party Independent Auditor** – Year 1 and Every 3 Years

Hourly fees vary from \$100-150. Time varies based on size and complexity but averages 5-7 hours.

**Annual Licensing Fees:** Charged in February – Covers implementation support & training workshops, managing and reviewing desk audits, and recertification (*based on TOTAL certified acreage*).

0-25 vineyard acres: \$400

25-50 vineyard acres: \$700

51-100 vineyard acres: \$1000

101-250 vineyard acres: \$1400

251-500 vineyard acres: \$1800

501-1000 vineyard acres: \$2300

>1000 vineyard acres: \$2800

Multi-property and “Soil to Bottle” certification discounts.